

Request for Proposals

Afilon Website Design & Implementation Project

June 13, 2012

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1.0 Background

Afilon is a strategy, innovation, systems engineering and program support company that specializes in the transformation of public and private sector enterprises. We bring unparalleled integrity and often serve as a system integrator, negotiating and marrying the business needs of the federal government with the services of their contracting firms. Due to Afilon's orientation, objectivity and experience, the partners are often called on by the highest levels of government to provide strategic consulting to help define the direction of federal agencies. Our areas of expertise include: business transformation and modernization; business entrepreneurship and state transformation in underdeveloped or developing areas; enterprise life cycle (ELC) systems engineering, program management, and independent validating and verification (IV&V); and technical alignment and modernization to meet corporate or state strategic objectives.

In 2012, the company added precision to its mission and officially changed its name to Afilon. Rooted in Latin, "Afilon" best captures who we are and our sharp approach to business: with swift clarity and excellence.

Thus far, Project Sponsors at Afilon have developed a prototype of the desired new website based on the gaps of the current website at www.afilon.com. The design includes a revision to the site's menu structure, layout for each page, and the content. We have developed a prototype for approximately 70% of the new website. In addition to designing the new website, Afilon has been in the process of updating content on a production site using the current platform, Typo 3. Due to the fact that Typo 3 makes it difficult to implement the new design, Afilon is looking to shift to a different, user-friendly and more secure Content Management System and have selected Drupal as the desired CMS. In addition, implementation of the design has also been difficult because Afilon does not possess dedicated staff to focus solely on developing the website and as such is looking to contract a vendor to assist in finalizing the design and implementing the website in Afilon's hosting environment. The Project Sponsors are interested in launching the new website by the end of July 2012.

2.0 Objectives

Our aim is to design, develop, and maintain a website that attracts current and potential clients, teaming partners, and employees to work with Afilon.

A vendor will assist with the design and implementation of a website using Drupal that meets our business objective to convey our new identity as a company that strives to solve our client's

problems with a sharp solutions approach that is attuned to our client's best interests. The following presents the guiding principles for the design and implementation.

- **Visually appealing** – The site must have an attractive mix of text, photos and graphics.
- **Must be easily updated** – The website should be implemented using Drupal as the Content Management System (CMS) and the services from the vendor should include training on updating and maintaining the website.
- **Common Theme/Consistent Design**. All font types, basic layout, and style should be consistently used throughout the site.
- **Be easily upgradeable**- The site must be flexible such that features and page layouts can be added and changed.
- **Interactive**- The website should be interactive, leveraging various media to engage visitors with compelling design, content and features.
- **Creative** - Creativity is one of our values and it must come across the site's design – we would like to differentiate Afilon from other similar firms.
- **Secure** – The website must have granular access control of content (who can access what, based on login). The site will have a secure portal with access to web mail, SharePoint, and other functions.
- **User-friendly** – The website should be intuitive, easy to navigate, and simple to use.
- **Timing** – The website must be deployed by the end of July 2012.

3.0 Scope of Work

The following information describes the in scope and out of scope items for the project.

3.1 In Scope

The following **elements** are in scope of the project:

- 10 main menu pages to include the following content areas: Home, About Us, Solutions, Experience, Partners, Careers, Contact Us, My Afilon, Search, Site Map.
- Drupal CMS
- Social Media connections
- Compliance with XHTML 1.0 (W3C)
- Compliance with W3C CSS validator, for all the style definitions including standard normal and headlines
- CSS3 and HTML5

The following **activities** are in scope of the project

- Developing a project plan and conducting a kick off meeting to ensure Project Sponsors are on board with the approach of developing the website
- Design consultation on the provided mock-up layouts
- Identifying images suitable for the lay-outs
- Editing existing images (Afilon purchased images and/or photographs)
- Adjusting colors, fonts, style of the mock-up lay-outs
- Developing a prototype of the website based on the lay-outs and security requirements
- Including a registration function to a secure portal and an Mailform function to send the fields of a form directly to the email) in the solution
- Testing the website with the Project Sponsors and/or other designees to ensure the website meets the client's requirements
- Training Afilon staff to maintain and update the website
- Documenting the design and configuration of the website
- Using Afilon environment to host the prototype and final website

3.1 Out of Scope

The following **element** is out of scope of the project

- Other CMSs to implement the website
- Flash technology

The following **activities** are out of scope of the project

- Purchasing images for the website
- Implementing a website that has not received client approval
- Deviating from the client's desired design feedback
- Hosting the prototype website and the final website

4.0 Performance Work Statement

The following information describes the Performance Work Statement tasks for this project.

4.1 Task 1: Project Management and Iterative Design

The following services are required in Task 1:

- a. The Contractor shall provide a master plan for Project Management and execution of all assigned tasks within the desired timeframe. The plan should include the staffing and quality assurance approach.
- b. Contractor shall plan all steps and procedures, schedule and complete the design, testing, and implementation phases of the project.

- c. The contractor will coordinate, as a minimum, appropriate milestone reviews with Afilon Project Sponsors and their designees.
- d. The contractor will schedule and present a kick-off meeting to present the project management plan with the Project Sponsors.
- e. The Contractor shall hold weekly meetings with the Project Sponsors and provide agenda and follow up minutes documenting the agreements, action items, and timeframe to complete the assignments.
- f. The Contractor shall work with the Project Sponsor to refine and implement existing design solutions provided by Afilon.
- g. The Contractor shall provide input on the design to enhance usability of the website.
- h. Prior to implementing the prototype, the Contractor shall provide documentation on the design of the prototype; this shall detail custom configurations.

4.2 Task 2: Implement Website in Drupal

The following services are required in Task 2:

- a. Once the design has been refined, the Contractor shall implement a Prototype in Drupal.
- b. The Contractor shall schedule design reviews with the Project Sponsors to gather feedback on the implementation of the prototype.
- c. The Contractor shall schedule testing to ensure that the prototype meets Afilon's design and technical requirements, including security for internal portals. The system shall be tested in Afilon's desired test environment.
- d. The contractor shall remediate the website based on the results of the testing before the system is deployed to Afilon's Production/Final Host Environment
- e. The Contractor shall update the documentation on the design of the prototype and the custom configurations based on changes made to remediate the website.

4.3 Task 3: Merge Website to Final Production Environment

The following services are required in Task 3:

- a. The Contractor shall work with Afilon technical Subject Matter Experts (SMEs) to move the prototype to the production environment once the website has been approved.
- b. The Contractor will schedule a final acceptance test to ensure that the website meets Afilon's design and technical requirements, including security for internal portal in the production environment.
- c. The Contractor will make all changes necessary to ensure the website is approved.
- d. The Contractor shall update the documentation on the design of the prototype and the custom configurations based on changes made to remediate the website for final approval.

4.4 Task 4: Training and Closure

The following services are required in Task 3:

- a. The Contractor shall train Afilon SMEs and Project Sponsor's on how to maintain and update the website.
- b. The Contractor shall provide a manual describing how to maintain and update the website.

5.0 Deliverables

The contractor is required to submit the following deliverables:

- a. **Project Plan** – Includes a description of the project approach, objectives and goals, timeline, deliverables, major milestones, risks, assumptions and constraints. It will also include a staffing plan and QA approach as well as establish how the Contractor proposes to work with closely with Project Sponsors to ensure mission success.
- b. **Meeting Agendas and Minutes** – Agenda to be completed 1 day before meetings; Meeting Minutes to be submitted for Approval with 2 business days of the meeting.
- c. **Prototype Website in Test Environment** – A prototype of the website deployed in the test environment established by Afilon. This prototype will serve to test the website against the client's technical requirements which include:
 - i. Compliance with XHTML 1.0 (W3C)
 - ii. Compliance with W3C CSS validator, for all the style definitions including standard normal and headlines
 - iii. Developed using Drupal and CSS3 and HTML5 technology
 - iv. Development of a registration function into a secure portal
 - v. Development of a Mailform (send the fields of a form directly to the email)
- d. **Final Website in Production Environment** – The final website deployed in the production environment established by Afilon. This website will serve as the final acceptance of the solution.
- e. **Design, Configuration, and Specification Document (Draft and Final)** – A document describing the final design (wireframe), configuration, and specifications of the website.
- f. **Maintenance Plan and Training Manual** – A guide on how to maintain and update the website and a training manual to supplement the training provided to Afilon.
- g. **Original and edited files, images, etc.** – All files used to develop the website, to include .psd, .eps, and .jpg files.

6.0 Websites We Like

- Deloitte.com
- McKinsey.com
- Babcock.com

- 2020llc.com
- IDEO.com
- AcuityGroup.com

7.0 Personnel Requirements and Skills

Personnel shall meet the desired requirements specified below. All personnel must have experience designing, prototyping, and implementing websites using Drupal CMS. The personnel shall also have:

- 3 years of graphic design experience with at least 5 designing websites
- Experience with Adobe suite of tools to build any website (e.g. Photoshop, Illustrator, Dreamweaver)
- Experience configuring at least 3 websites using Drupal to implement secure portals
- Experience developing websites in client environment
- Ability and willingness to do what it takes to expedite the design and implementation of the website
- Excellent communication and collaboration skills to serve as a true partner to the Afilon Project Sponsors
- Be amenable to meeting with client as needed to develop strong working relationships
- Have strong writing skills to document the design, configuration, training materials, and maintenance plan

8.0 RFP Submission Format

In less than 10 pages, submit a proposal electronically to Veronica Vela, vvela@afilon.com and Carolina Pena, cpena@afilon.com no later than **June 22, 2012 at 5:00 PM** that includes the contractor's ability to meet the PWS requirements, addressing the following items:

- The approach for developing and implementing the system
- The estimated time, major milestones, and timeframe to complete the process in an expedited manner that will allow for system implementation in the production environment by July 27, 2012
- Critical success factors required to implement the website and common risks that may hamper the ability to meet the requirements within the required timeframe
- Assumptions regarding the services that may impact the cost
- The cost of the services
- The staff who will be assigned to the project, with resume(s)
- The organization's past performance to address the SOW requirements

- 3 references that can comment on the professionalism, expertise, and collaborative nature of the staff selected to support the project
- 5 commercial websites that were designed and implemented in Drupal, 3 of which must include secure portals